



Name: Rajeev

Education

B.Sc.(Chemistry hons.)-Patna University
MBA(Marketing)-North Maharashtra University
NET/SET(Management)

Teaching & Research Career-

UG-Marketing Research, International Business, Communication Skill, Marketing Management, Humanities & Social Science.

PG-General Management, Organizational Behaviour, Sales & Promotion Management, Strategic Management.

Current Teaching Interest-Strategic Marketing, Entrepreneurship development, International Marketing & Export Promotion, International Business Management.

Current Research Interest-Rural Marketing, Consumer Behaviour, Brand Equity & Brand Management, Eco-Packaging, Entrepreneurial innovation, CRM & New Product Development.

Paper-

- Presented paper entitled “ E-governance in Rural India” at two days AICTE New Delhi sponsored national seminar on sustainable rural development: A strategic roadmap for economic excellence held during September 25th & 26th 2008 at Dept. of Mgt. Studies, North Maharashtra University, Jalgaon.
- Published research paper entitled Business Education & Expectation of Corporate World at International Conference held at University of Pune during 20-21 March 2009.

(Rajeev)